

A MAGAZINE FOR WRITERS • EDITORS • AND • PUBLISHERS •

# THE Quill

IN THIS ISSUE

**Britain Points the Way**

By Willard Grosvenor Bleyer

**Taking Stock with the Teachers**

By Ralph L. Crosman

**What About the Guild?**

By H. V. Hadley

**Getting Them to Talk**

By William D. Ogdon

**Earthquake!**

By Ellis H. Martin

Vol. XXII « » FEBRUARY, 1934 « » No. 2

# THE QUILL

A Magazine for Writers, Editors and Publishers

FOUNDED 1912

VOL. XXII



No. 2

FEBRUARY, 1934

At Deadline—R. L. P. . . . .	2
Britain Points the Way—Willard Grosvenor Bleyer . . . . .	3
What About the Guild?—H. V. Hadley . . . . .	5
Getting Them to Talk—William D. Ogdon . . . . .	6
Taking Stock With the Teachers—Ralph L. Crosman . . . . .	8
The Book Beat—Conducted by Mitchell V. Charnley . . . . .	11
Earthquake—Ellis H. Martin . . . . .	12
Who—What—Where . . . . .	13
Editorials . . . . .	14
As They View It . . . . .	14

THE QUILL, a monthly magazine devoted to journalism, is owned and published by Sigma Delta Chi, professional journalistic fraternity, which was founded at DePauw University, April 17, 1909. Material appearing in the magazine may be reprinted provided that credit is given to THE QUILL.

RALPH L. PETERS, Editor

## ASSOCIATE EDITORS

GEORGE F. PIERROT  
The American Boy  
MITCHELL V. CHARNLEY  
Iowa State College

DONALD D. HOOVER  
LEE A. WHITE  
The Detroit News  
VERNON MCKENZIE  
University of Washington

JOHN E. STEMPEL  
The New York Sun  
MARTIN A. KLAVER  
The American Boy

ALBERT W. BATES, Business and Advertising Manager

## PUBLICATION BOARD

WALTER R. HUMPHREY  
The Temple (Texas) Telegram  
CHARLES E. SNYDER  
The Chicago Daily Drovers' Journal  
FRANKLIN M. RECK  
The American Boy

## OFFICES

Editorial Office  
4252 Cortland Avenue  
Detroit, Mich.  
Business Office  
836 Exchange Avenue  
Chicago, Ill.  
Office of Publication  
115 East Fifth Street  
Fulton, Mo.  
National Headquarters of Sigma Delta Chi  
836 Exchange Avenue, Chicago, Ill.  
ALBERT W. BATES, Executive Secretary

PLEASE REPORT ANY CHANGE OF ADDRESS DIRECT TO OUR BUSINESS OFFICE RATHER THAN TO THE POST OFFICE. A request for change of address must reach us not later than first week of month preceding month of issue with which change is to take effect. Duplicate copies cannot be sent to replace those undelivered through failure to send such advance notice. With new address send also the old one, inclosing if possible your address label from a recent copy. Unless extra postage is provided, Post Office will not forward copies to your new address.

SUBSCRIPTION RATES.—Five years, \$7.50; one year, \$2.00; single copies, 25 cents.

Entered as second-class matter at the Post Office at Fulton, Mo., under the act of August 24, 1912. Acceptance for mailing at special rate of postage provided for in par. 4, sec. 412, P. L. & R.

## AT DEADLINE

By R. L. P.

THIS issue of THE QUILL might well be called the Economic Number.

With editorial men everywhere discussing wages and salaries, the guild and the fraternity, the code, five-day week and what not, we are presenting this month a concise article by Dr. Willard Grosvenor Bleyer, head of the School of Journalism at the University of Wisconsin, telling the history and accomplishments of the British Institute of Journalists and the British union of journalists. You will find the article packed full of information.

Then, H. V. Hadley, of the *Wall Street Journal*, discusses the relations of Sigma Delta Chi and the American Newspaper Guild, based on the results of a survey made among New York alumni members of the fraternity.

Ralph L. Crosman, head of the Department of Journalism at the University of Colorado, treats outspokenly of the economic aspects of journalism in his article, "Taking Stock With the Teachers."

Charles E. Snyder, editor of the *Chicago Daily Drovers Journal*, who is chairman of the executive council of Sigma Delta Chi, discusses the fraternity's position in regard to the Guild.

Turning from the more serious side of present-day journalism, we present William D. Ogdon, of the *New York Times*, in a chatty, informative and interesting article on interviewing. He wrote, "Maybe It's Your Move," which appeared in the June, 1933, issue of THE QUILL.

We believe, in all modesty and sincerity, you will find it a valuable issue. What do you say? And what are your views in regard to the relations of the fraternity and the guild? Newspaper wages and salaries? On other points raised and discussed in this and other issues of the magazine?

THE January issue brought a number of letters to the Editor's desk. Several spoke of the editorial on the Tugwell bill in complimentary fashion. Said R. E. Wolseley, of Evanston, Ill.: "I can't resist complimenting you on the Tugwell Bill editorial. I note it was reprinted in the *Daily Northwestern* today."

From another reader came this one: "I thoroughly approved of your Tugwell editorial. The bill is undoubtedly defective, but otherwise the idea is O. K. and the howling a disgrace."

(Continued on page 12)

# BRITAIN POINTS THE WAY

What the Organizations of Journalists in England  
Have Done to Better the Lot of Newspaper Workers

By WILLARD GROSVENOR BLEYER

Director, School of Journalism,  
University of Wisconsin

**T**HE sudden and spontaneous organization of the rank and file of newspapermen and women in various parts of this country during the last few months is one of the most interesting and significant movements that has taken place in the development of American journalism.

Hitherto the United States has been unique among the great nations of the world in its lack of organization among working journalists. All European countries and even far away Australia and New Zealand have long since had well established associations of newspapermen. American journalists alone have remained rugged individualists.

Two questions inevitably arise in the minds of everyone interested in journalism in this country. Will the so-called guild movement succeed? What can such a movement accomplish if it does succeed?

**I**N seeking answers to these questions, it is natural to turn to the experiences of journalists in other countries. Because in many respects English journalism most closely resembles our own, it may be well to consider briefly the results of organizations of the rank and file of newspaper workers in Great Britain.

The Institute of Journalists in Great Britain was established in 1890 by royal charter granted by Queen Victoria in an effort to place journalism on a professional basis similar to that of the other chartered professions such as law and medicine. The thirteen objects of the Institute as set forth on its charter are:

1. Devising measures for testing the qualifications of candidates for admission to professional membership of the Institute

by examination in theory and in practice or by any other actual and practical tests.

2. The promotion of whatever may tend to the elevation of the status and the improvement of the qualifications of all members of the journalistic profession.

3. The ascertainment of the law and practice relating to all things connected with the journalistic profession and the exercise of supervision over its members when engaged in professional duties.

4. The collection, collation, and publication of information of service or interest to members of the journalistic profession.

5. Watching any legislation affecting the discharge by journalists of their professional duties and endeavoring to obtain amendments of the law affecting journalists, their duties or interests.

6. Acting as a means of communication between members or others seeking professional engagements and employers desirous of employing them.

7. Promoting personal and friendly intercourse between members of the Institute; holding conferences and meetings for the discussion of professional affairs, interests, and duties; the compilation, constant revision, and publication of lists and registers of journalists and of records of events and proceedings of interest to journalists.

8. The formation of a library or libraries for use of members of the Institute.

9. The encouragement, establishment, or development of a professional journal for journalists.

10. The promotion, encouragement, or assistance of means for providing against the exigencies of age, sickness, death, and misfortune.

11. The acquisition by the Institute of a hall or other permanent place of meeting and of other places of meeting.

12. Securing the advancement of journalism in all its branches and obtaining for journalists as such, formal and definite professional standing.

13. The promotion by all reasonable means of the interests of journalists and journalism.

**T**HE annual dues, at normal rates of exchange, are \$10 a year, payable monthly if desired, with an initiation fee of \$2.50. Members are entitled to unemployment benefits of \$12 a week for a period of 13 weeks. A benevolent fund has been set aside to provide for special cases of need on the part of members or their widows. Orphan children of members are provided with funds for their education. Through arrangements with the Printing and Kindred Industries Pension Fund, members may obtain pensions

on a contributory basis, the journalists paying half of the annual premium and his employer the other half; this arrangement continues when a journalist goes from one paper to another. By means of a Provident Fund, members may secure annuities and insurance under more favorable conditions than those offered by regular insurance companies. An employment register serves as a clearing house through

---

**D**URING the current discussion of journalistic organizations haven't you wished you might have a brief, compact but comprehensive account of the history, accomplishments and set-up of the British Institute of Journalists and the National Institute of Journalists?

Well, here it is. Dr. Willard Grosvenor Bleyer, director of the School of Journalism at the University of Wisconsin, former newspaperman and the author of a number of books on journalistic subjects, is the author.

Written especially for *The Quill*, the article gives a clear-cut description of the two organizations and what they have done to improve the economic and professional status of the newspaper workers and the newspapers of England.

---



which members may obtain positions when they are unemployed or when they desire to make a change. In cases of illness members are entitled to receive grants from the convalescent fund to defray their expenses during their recovery.

The fact that all these advantages are possible in Great Britain, with a membership in the Institute of slightly more than 2,000, and with annual dues of only \$10, points the way to similar possibilities for a strong organization of American newspaper workers.

The form of organization is also adapted to American conditions. England, Scotland, Ireland, and Wales are divided into districts, each with its local association, and in each district are branches for the local communities, with office committees for every newspaper where a sufficient number of members are employed. The governing body of the Institute is a council, members of which are elected by districts on the basis of one representative for every 50 members. The council in turn selects an executive committee which carries on the work of the Institute between annual conferences. The president and other officers are elected at the annual conference.

**T**HE other association of English newspapermen and women is the National Union of Journalists, organized in 1907, by the rank and file of journalists who felt that because the Institute included newspaper publishers and other employing executives, employees of the news and editorial departments needed a separate organization. For the first 12 years of its existence, the N. U. J. was not connected with the other British trades unions, but in 1919, 71 out of 72 branches represented at the annual conference voted to affiliate with the strong Printing and Kindred Trades Federation. The Union is also affiliated with the Joint Industrial Council for the Printing and Newspaper Trade and the National Federation of Professional Workers.

Like the Institute, the National Union of Journalists has an unemployment fund, a benevolent fund, and a widows' and orphans' fund, from all of which in 1932 it paid out \$75,000 in benefits. About \$55,000 of this amount was paid to unemployed members. The annual dues are \$15, payable monthly, and the total membership is over 5,000, or two and a half times that of the Institute.

The most interesting accomplishments of the Union have been the

agreements entered into between it and the publishers of daily and weekly newspapers and the press associations. Beginning in 1921, a number of these agreements have been signed, providing for minimum salaries, hours of work, vacations, and other working conditions.

The agreement with the News-

---

## GOOD NEWS!

---

Edward Hunter, staff correspondent for International News Service, whose absorbing article, "Behind the Scenes in Manchuria," appeared in the August issue of *The Quill*, will be back next month with an article you must not miss!

Other articles making up an unusually interesting issue will include "Trouble Under the Tri-color," by Russell Barnes.

---

paper Proprietors Association, consisting of the publishers of London papers, for example, provides that qualified reporters, copy readers, and other employees of the news and editorial departments shall be paid a minimum salary of \$46 a week. For night work the working week consists of five and a half nights of seven hours each, or a total of 38½ hours a week. For day work the working week consists of five and a half days of eight hours each, or a total of 44 hours a week. All members of the news and editorial staffs are entitled to a three-weeks' annual vacation with full pay, during the six months between May 1 and October 31, as well as two days at or near Christmas time and one day in lieu of Good Friday. Outside of London, the agreements provide for a minimum salary on weekly papers of \$21 a week; on dailies in cities under 100,000, \$25 a week; on dailies in cities between 100,000 and 250,000, \$26.50 a week; and on daily papers in cities over 250,000, \$28 a week.

Each of these organizations publishes a well edited monthly magazine containing news and special articles of interest to working newspapermen and women, as well as information about the doings of the national organization and its branches. These publications are furnished free to members.

**S**INCE 1921 repeated efforts have been made to bring about a consolidation of the Institute and the Union, but negotiations have always

fallen through, because the Union objects to the presence of about 200 newspaper proprietors and other executives in the membership of 2,000 in the Institute, and because the Institute objects to the trades union affiliation of the Union. Nevertheless a number of working journalists in Great Britain belong to both organizations.

Turning again to the United States, we find that all other branches of daily and weekly newspapers, except workers in the news and editorial staffs, have long enjoyed whatever advantages come from organization. The National Editorial Association, consisting of publishers of weekly and small daily papers, was established in 1885. The powerful American Newspaper Publishers Association dates back to 1887. In 1898 the International Circulation Managers Association was established; in 1918, the Association of Newspaper Advertising Executives; and in 1920, the Association of Newspaper Classified Advertising Managers.

Finally, in 1922, the American Society of Newspaper Editors came into existence consisting for the first two years of "editors-in-chief, editorial writers, and managing editors having immediate charge of editorial policies" in cities of not less than 100,000 in population, and then of those in cities of 50,000 or more. Beginning with a membership of about 100, the Society after 11 years of successful operation had in 1933 a total membership of 154. Like the Institute of Journalists of Great Britain, the A. S. N. E. has a number of newspaper proprietors among its 150 members.

Except for the adoption of an excellent code of ethics, and the holding of annual conventions for the discussion of problems of journalism, together with the publication of a monthly bulletin and bound copies of the proceedings of the annual meetings, the A. S. N. E. has done nothing to change appreciably conditions in newspaper work. Three years ago, through the efforts of Fred Fuller Shedd, who was then its president, a joint committee of cooperation with schools of journalism was set up, which included representatives of the A. S. N. E., the N. E. A., the Inland Daily Press Association, and the A. N. P. A., together with the two organizations of teachers of journalism. This joint committee endorsed the work of schools and departments of journalism and planned to have a survey of these schools made by one of the educational foundations,

(Continued on page 10)

# What About the Guild?

By H. V. HADLEY

Secretary, New York Alumni Chapter,  
Sigma Delta Chi

**W**HAT about the Guild? The officers of the New York alumni chapter of Sigma Delta Chi, professional journalistic fraternity, felt that the movement to organize newspaper workers under the NRA was of sufficient importance to justify the chapter's going on record concerning the then recently formed Newspaper Guild of New York.

They therefore submitted a carefully drawn and impartially worded questionnaire to those of the chapter's membership who were eligible to join the Guild, in an effort to obtain a consensus of opinion regarding the organization.

Response to the questionnaire was about 50 per cent and was from editorial workers of all ranks—from managing editors to reporters and desk men.

Seven questions were submitted to the eligible list; all questions were not answered by all who returned the questionnaire, which explains the seeming discrepancy in the figures of the recapitulation that follows.

**O**F 49 answers to the question, "Would you favor the chapter's supporting the Newspaper Guild of New York?" 38 were affirmative and seven were negative. Four had no opinion.

There were a variety of answers to "To what features of the Guild do you object?" Five members dislike what they believed to be the Guild's union aspects, five thought the Guild failed to place enough stress on the raising of journalistic standards, two thought the Guild might alienate high-sal-

aried men, one objected to the collective bargaining idea, one thought that the Guild under its present set-up could not accomplish its stated aims ("to improve the conditions under which newspapermen and women work; to protect their rights of collective action; to raise the standards of journalism, and for mutual help"—from second article of constitution of New York Guild) and two members objected to the Guild's "high" dues.

Thirty-three Sigma Delta Chis had joined the Guild; five will, five more probably will, six won't and one was undecided.

There were only five answers to the question, "Is your refusal to join based on personal conviction, your management's views, or attitude of fellow workers?"—and of the five answers, four were from men employed on a newspaper whose chief executive issued a bulletin to the staff in opposition to the Guild under its present set-up. All answers were that refusal to join was based on personal convictions.

**T**O the question "Should the Guild's main purpose be to improve wages, journalistic standards, or both?" 32

answered, "both," nine, "standards" and only one "wages."

As to how the Guild should function, 30 members thought it should be a city-wide group affiliated with a national guild; five thought it should affiliate with the American Federation of Labor; three favored a collection of individual shop units acting independently and one was uncertain.

There were 38 affirmative answers to "Would you favor petitioning the national fraternity to indorse the Guild movement?" and six negative answers. One was uncertain.

Answers were received from 27 reporters, seven copy editors and rewrite men, two news editors, two feature writers, two sports editors, one film editor, one political reporter, one economic-news writer, one picture editor, one wire editor, one managing editor, one general manager and one business-news writer. These were employees chiefly of the New York Times, the New York Herald Tribune, the Associated Press, the Wall Street Journal, the International News Service, the New York Sun, the New York World Telegram, and the New York American.

**O**NE former high national officer of the fraternity emphatically opposed the chapter's supporting the Guild because of the Guild's "lack of professional emphasis and doubt if it is in sight on practical basis."

A managing editor believes "support should be withheld until purpose of Guild is clearly defined as to whether it is a labor union or designed to aid professional ethics."

One reporter, who refused to join the Guild, said "it is a union in disguise with all of the (Continued on page 7)

## Sigma Delta Chi's Position

By CHARLES E. SNYDER

Chairman, Executive Council,  
Sigma Delta Chi

**S**IGMA DELTA CHI, as both the largest and broadest organization in American journalism, is as ready today as ever to indorse and cooperate whole-heartedly with any organization or project which has for its purposes the improvement of the working conditions of newspapermen and of journalistic standards generally.

Whether the Executive Council will see fit to indorse the newspaper guild, local and national, will depend upon the character of the new organization and its methods as they may be revealed in a study authorized by our last convention.

Although no formal vote has been taken, it seems probable to me that the Council will unhesitatingly indorse the movement in principle, leaving approval or rejection of the guild as an organization for future deliberations. Meanwhile, we are giving full publicity to all phases of the guild in our monthly magazine, *The Quill*. The attitude of our organization is unquestionably sympathetic but obviously no individual has authority to speak for the entire membership.



# GETTING THEM TO TALK

By WILLIAM D. OGDON

Editorial Department,  
The New York Times

**G**ILDA GRAY and the Bishop—they're pretty much the same when the newspaperman pays a call!

I've never talked with a bishop, as it happens, but I can guess what one would be like. And I did spend a very long half hour once with Gilda.

All people, down to the murderer about to hang, want to make a "good impression" for the papers. The good newspaperman, if he can honestly do so and still "get the story," whatever it is, helps his subjects along in this natural, human desire.

He knows in advance, even on the most innocent of interviews, just what he wants them to say. But they don't know that! Often he figures out beforehand what would make a good headline, something with shock, vinegar or humor to it, and then sets about building an interview and conversation to back it up.

**I**T'S a game packed with excitement—making every man you interview say something interesting that will catch the reader. All things to all men, you must be. It's a trade learned by trial and error—and how many the errors are! You get plenty of slants on human nature, and learn that the really great folks among your subjects are the easiest ones to get along with.

I have waked Gen. James Harbord, high man in the Radio Corporation of America, out of a sound sleep and found him affable, even when the question was not a very important one.

I tried to wake a rather famous art museum director out of his sleep, but it was too much of a job for me. I left his office with a pad of supposed notes—too dull to print.

I went to a hotel room once and tried to interview a United States Senator on his return from Washington, to give an accounting to his constituents of his stewardship. He was too drunk. I had a few words with his secretary and built a story on the Senator's plans for the next few days.

There must be a story, as several city editors in several cities in the midwest used to point out caustically to me. So, on seeing my man, I learned to build up my headline on arrival and then let the interview take its course.

**H**ERE'S an article in which a newspaperman now on the New York Times, who has sat on the pencil end of a good many interviews, tells of his experiences with a few celebrities.

Some—too far upstage—have to be punctured before the story can be had. Others, forgetting time, yearn to get their whole biography off their chests. But most of them like to say a few words for their public.

Mr. Ogdon believes that the interviewer should be prepared to steer at least the opening moments of the interview—play the role of prompter until something has been put on the cuff that is worth printing. Then he lets the interview wander as it will. What have been your experiences in interviewing?

I learned that it is entirely natural that many an able man, well-known in his field and of good mind, should not have anything fancy to pop off for the papers. Such men are not good press agents for themselves, and must be helped.

I remember one such in Toledo, Ohio, where I began my newspaper career. The city editor called me over to say a certain ornithological photographer of considerable scientific repute was in town. I went to see him at a hotel.

I knew nothing of birds. He knew little else. I expressed interest in his photographs, which were many and beautifully colored. The most infinite pains had been required to get them. But there was nothing to make a story, or so it appeared.

**S**UDDENLY a certain picture of a bird caught my eye—the only such picture I've ever seen—whose expression had an almost human quality. That bird saved the day for me.

I put to the scientist a question which made a thread for a story, where there had been none before.

"Isn't it true," I asked, "that birds

may have a mind, a quality of spirit, even a soul, you might say, which is somewhat akin to that of human beings?"

I was afraid he might laugh. Not at all.

I luckily had pushed the right button. He started on a talk which revealed that he was really something of a mystic about birds, and believed that they did have almost human qualities. He bared himself to me, perhaps as he never had to anyone before.

It so happened that mine was the last interview he ever gave. He died a week later in a hospital in Columbus, of pneumonia. My story about him came out a few days later in a Sunday edition.

**T**HE hardest folk to interview—although quite easy of access because they realize the publicity value of any newspaper space they get—are actors.

Gilda Gray, whom I also saw in Toledo, was "up-stage" with me. Her shimmy days were over. She had now gone "arty" and received me in such a grand manner in her hotel suite, so surrounded by managers, etc., that I could see no one would dare offend the queen by mentioning the good old rowdy days when she packed them in with a new sensational dance.

She was now a movie actress, making personal appearances and what a bore they were, doncha know! She didn't really know whether she would ever go on another tour or not. Imagine having to play in an ordinary motion picture house. How tedious!

We talked of books and paintings and sculpture, her manager helping out when the culture talk ran a bit thin, and finally I gave up and got ready to go. No story.

But I did manage to doctor up a headline out of it. After I left the royal presence I talked to her manager, and asked if he thought it would be all right with Miss Gray if I should quote her as saying that, tired of the world and its theatrical crassness, she would like nothing better in all the world than to retire to a quiet little bungalow in the rural fastnesses of Toledo to spend the rest of her days.

Miss Gray graciously consented, after a whispered conference, and was so quoted the next day in the Toledo

paper, strengthening in local citizens their belief that the old town was quite a burg after all, seeing as how Miss Gray would like to live there.

SOME college professors are easy to interview and others are not. They are alive to the value of a published article, and if you give them sufficient time to prepare for the interview, will spout some pretty interesting stuff. Usually they don't care how much you "popularize" their bookish remarks as long as the general outline is kept true.

John Erskine, novelist, Columbia University professor and now a newspaperman in his own right, is a fertile source of ideas. There is no need to go to him prepared to stir up talk. It flows from him, musically and without end, by the hour.

It's the same way, to a greater degree, with Gilbert Keith Chesterton, the British essayist and poet. The man is a tremendous talker. Whether he does or not, he could easily dictate his essays and articles.

Asking him questions is great sport, knowing his reputation for paradox, you expect him to give an off-center answer to every question, but you can't outguess him. Besides the normal reply to a question, and the abnormal, which you count on him giving, there is a third, utterly unlooked-for answer which he shoots back.

WHEN I met Chesterton he was sitting on a tiny, ineffectual Louis Quatorze chair in a St. Louis hotel room, entertaining an admiring group from the press. He gave us at least an hour of time which he could just as easily have been using profitably to write an article for which he would have been paid.

I had been looking up the clips on him, and had run across one from a New York newspaper in which the writer impertinently suggested that Chesterton's appearance—he is really a huge, fat man—resembled that of a circus tent.

I now had the further impertinence to ask Chesterton if he thought that description had any aptness to it. He laughed—a terrific, rolling, stomach-quivering laugh—and we were on good terms at once.

I found Brand Whitlock difficult. He was making one of his very infrequent visits home to Toledo, the city of which he was once mayor and a good one. He was world famous when I met him, having been Ambassador to Belgium and an author of repute. He arrived at Toledo's old Union Depot in the evening, after a long train ride, and, I suppose, had little desire to see the press.

WE reporters tagged along after him, like some little boys begging for pennies, as he went from the train shed to a waiting automobile. We put our questions, and insignificant they probably sounded to him. He replied monosyllabically, making no effort to give us a story. Try, yourself, sometime to interview a dignitary who is a little aloof, in the distance from train to automobile!

Affability is not enough to guarantee a good story. One of the most pleasant men I ever talked to for a newspaper was Frank Morgan, the well-known and versatile actor of stage and screen.

I sat with Morgan as he made up for *Topaze*, in which he played a brilliant part brilliantly. We had a great deal of time on our hands, and he was talkative—presumably an ideal setting for a successful interview. Perhaps it was all my fault, but he never said, so far as I recall, anything that had "edge" to it. Nothing sharp, or possessing the surprise element, to make a story. No "headline stuff."

That is rare. Usually if you are persistent enough and your subject is willing to give you the time to "work" on him, some kind of story will emerge. Anyone worth interviewing has something in his life worth telling the public about.

TAKE Fred Stone, for instance. A great old fellow, grizzled with years, honest, happy, whose shows have entertained people for years. No off-color in a Stone show.

Although he is one of the best known men in the show business, there is not a trace of artificial grandeur about him. I was rather inexperienced then to be trying to interview a celebrity, and I suppose he saw that I should need help if there was to be a story.

He did his best; talked of the old days when he was playing with Montgomery—now dead—in *Wizard of Oz* and other shows your father remembers whether you do or not.

Stone was getting rather old, and I fancy his mind preferred to linger on those days of yore. Later he took me into the wings, crowded with performers waiting for the curtain to rise, and introduced me to his daughters who were just beginning to help him carry on the Stone stage tradition.

That was a great time, backstage. Those are the hours that make newspaper work—hard, nerve-exhausting, poorly paid though it often is—worthwhile. A chance to see into somebody, to get a picture of his life, remote from your own. A way, in fact, to live many more lives than the one you were born with.

## What About the Guild?

(Continued from page 5)

vicious potentialities of unionism." Another reporter, who "perhaps" will join the Guild, said "I am unable to determine how close the Guild is likely to approach a trade union. I would not care to join a trade union. I favor the chapter making a study of the Guild and reporting to its members its findings."

ONE of the most interesting answers was from a reporter whose by-line writings are nationally read; he joined the Guild because of pressure put on him by his colleagues. He was assured, he says, that his employers favored the Guild idea, but "at the first sign of disapproval by my employers I shall quit the Guild pronto. This is not an heroic attitude but I have no relish to be a martyr in behalf of some cub who spends most of his time discussing, with laboratory work, the merits of Scotch versus rye. . . . I will do nothing to antagonize my pleasant relations with my employers and certainly not in behalf of employees of some owner who is notoriously unfair."

"As a newspaperman for more than 20 years," he continues, "I like to think that I am a professional man, comparable to a clergyman, a doctor or a lawyer. I resent the implication that economically I am on the same level as a bricklayer, a carpenter or a barber, faced with the necessity of organizing to get a minimum wage, an extra day off a week, or the 'right to bargain.' Aside from all this, I fail to see how the Guild can function effectively without using, sooner or later, the only weapon that labor organizations have: the strike."

WITH the Newspaper Guild being organized on a nationwide basis and with the formation of the NRA code adopted by the American Newspaper Publishers Association, it seems to the officers of the New York alumni chapter that the fraternity must take some sort of stand on the Guild movement.

A large part of the fraternity's nearly 8,000 members looks to the fraternity's leadership for guidance as to Guild membership.



# Taking Stock with the Teachers

By RALPH L. CROSMAN

Head, Department of Journalism,  
University of Colorado

**A**S we enter another year, our problems and opportunities, it seems to me, fall into two groups: (1) Our responsibilities to our students; (2) our responsibilities to the newspaper profession. In each of these groups, we have many problems and many opportunities.

Much of our success in the future depends upon the manner in which we meet these problems and grasp these opportunities. We have only laid the foundation for our work. We are by no means perfect. I can see many possibilities for improvement. I can see, in fact, the schools becoming not only efficient training institutions for students, but constructive forces of influence in the newspaper profession in this country.

In the first group of problems—responsibilities to students—I see a number of weaknesses, and several possibilities for improvement. We have done well—I am not disparaging what we have done—but there is still plenty of room for improvement. I am thinking of the following:

1. More attention to the early history of journalism.
2. More attention to the teaching of crusading.
3. More attention to teaching students to use and apply what they learn in other courses.
4. More attention to teaching students to be critical of the practices of the profession in which they are to serve.
5. Discontinuance of the use of the student newspaper as a laboratory, except where it is adequate.
6. Abandonment of prejudice against textbooks.
7. More effort toward the end of having every newspaper recruit its staff exclusively from graduates of schools of journalism.
8. The exertion of our influence to bring about better compensation for newspapermen and women.
9. An effort to help organize the smaller colleges into a group offering pre-journalism courses.

**T**HE early history of journalism—especially the history of the Seventeenth Century in England—is too important to be neglected.

Journalism is an evangelical, as well as an utilitarian profession. Success-

ful newspapermen are enthusiasts, missionaries, crusaders. More than in any other profession, newspapermen need the stimulus of tradition. It is true that we are not governed by precedent, as is the law, but we are influenced—and need to be—by tradition.

In the Seventeenth Century in England many of the most worthy traditions of journalism were first established—newspaper courage, exposure of corruption; fighting for a cause, newspaper influence in national crises, resistance to restrictions, news enterprise, freedom of the press. The last, the idea of freedom of the press, was born and established, after bitter struggle, in that century.

Is it not important to know that this idea was first expressed in Milton's *Areopagitica* in 1644 and that Milton's arguments are as sound today as when he uttered them? That Milton's ideas undoubtedly inspired the audacity and the courage of the Royalist *Mercuries* when they parodied the Treason Act passed against them in 1649; that Milton's ideas again were brought forward in the *Petition of the Levellers* in 1649; that they undoubtedly inspired John Wilkes when he wrote the famous No. 45 of *The North Briton*; that Milton's ideas finally became recognized when the Licensing Act expired in 1695 and when Fox's Libel Bill passed Parliament in 1792?

Knowledge of early history not only gives a clearer understanding of the real foundations of such principles as freedom of the press, but it is bound to inspire, to give courage, determination, and a better conception of the true place of the profession in human affairs.

Our curricula should contain, at least, a two-hour, one-quarter course in the early history of journalism before the beginnings in this country.

**M**ORE attention should be paid to the teaching of newspaper crusading. More honor has come to the newspaper profession from the crusading activities of newspapers than from any other thing they have done. Not a day passes that some newspaper is not engaged in a crusade of some

kind. The Pulitzer Foundation gives a prize each year for the best piece of newspaper crusading.

With such importance attaching to a newspaper function, we certainly ought to be giving consideration to it in our curricula. By "crusading" I mean not only campaigns to build parks and playgrounds, but also campaigns of exposure of graft, vice, and corruption in official circles, campaigns which involve, perhaps, personal danger to the reporter engaged upon them, that demand a personal courage that would make a man willing to go to jail for the sake of the cause for which he is fighting, even as the newspapermen of the Seventeenth Century in England went to jail.

The technique of this important newspaper function can be taught successfully. Newspapers and books are full of examples for study. Methods, problems, difficulties, can be taught by practice. A formal course is required. It is insufficient to try to teach this subject incidentally to the course in editorial writing or history of American journalism.

**W**E have realized from the beginning that the most important part of our work is the providing of an educational background for our students—that this is even more important than our technical courses.

We can strengthen this sound position by paying more attention to journalism courses which require our students to analyze the facts and ideas they acquire in their background courses, to think, to reason upon these facts and ideas, and to apply them. This is particularly important in the fields of the social sciences. The need for this is demonstrated by the swiftly moving events in national governmental affairs since last March 4, when new ideas have been introduced so rapidly as to confuse most of us.

Since we cannot give our students practice in writing the news of changes of this kind, we must seek some other method. We find it, it seems to me, in an advanced course in editorial writing. This seems to be the best method of dealing with this problem. This should be a course in



writing, exclusively. In it our students should be required to find facts related to current or proposed political, economic, or sociological problems, analyze those facts, and write about them. This would be real, practical journalistic fruition of experiences in background courses, and would greatly add to the ability of our graduates to cope with such problems as reporters. Some schools are already doing this. Their example should be followed by the rest of us.

**W**E can do more for our students and, incidentally, for the press, by teaching them to be critical of established practices in all newspaper departments—news, editorial, advertising, and others.

They will enter fields of labor where traditions are strongly established, where the existing order is rarely questioned. The easiest way for them will be to follow in the paths beaten by those who have gone before. These paths they usually take. We can do much to help them avoid doing this by encouraging and urging them not to take for granted conditions as they find them, but to question existing practices, to be curious, to look outside for reasons why methods might be changed.

I do not mean that a cub reporter should tell the city editor how to run the paper the first week he is on the job. But we all know that the right man with the right new idea at the right time is recognized and listened to. New ideas do not come to the man following a rut—they come to him who has the courage to question the old order. There are implications in the air right now, that should give us all concern, regarding not only our rights but our practices, in the advertising field as well as in others. Reforms must come. If they do not come from within, legislatures may introduce them. I need not say the latter would be deplorable, not to say catastrophic. Critical, courageous new blood represented by our students may help the reform from within, forestall the change from without made by unfamiliar hands.

**S**OME of us are still using the student newspaper as a laboratory. Unless the student paper is a daily, having a full wire report, and covering all news sources in the town in which the school is located—unless it is a daily newspaper of general and complete coverage, and general circulation—this practice should be discontinued.

A student newspaper that has for its news and circulation field the limited area of the college campus is not a fit laboratory for journalism instruction. Laboratory instruction within such limitations is spurious. To send a graduate out to make good on a newspaper when he has never covered the courts, the police station, a fire, an accident, or coped with community problems, is unfair to him and injurious to our reputations amongst employing publishers. A mythical laboratory newspaper is the best medium for teaching newspaper practice.

A prejudice against the use of textbooks exists in some of our schools. A superstition has been allowed to grow that it is impractical to teach journalism by use of textbooks, that the presence of a textbook in a journalism classroom or laboratory will put the blight of impracticality upon anything taught therein. This attitude is undoubtedly a relic of the early days of journalism instruction, when the hard-boiled city editor used to scoff at "book learning" as preparation for newspaper work, and when, indeed, there were practically no good texts. Such an attitude now is only silly. We have excellent texts, writ-

ten not only by teachers but by successful newspapermen. News writing, reporting, copyreading, head writing, as well as the more theoretical courses, can effectively be taught now with the help of textbooks, yes, better taught than without them. The school that refuses to use textbooks is giving its students only half a loaf. That school is forgetting the virtue of theory in pedagogy. Let us have practice, yes, but let us have theory, too. The ideal for instruction in journalism is a combination of theory and practice, with not too much emphasis on either.

**W**E should bestir ourselves more vigorously toward establishing better relationships with the employing publishers. We should set as our goal a time when every employing publisher in the country will recruit his staff exclusively from our graduates. Until this is achieved, we shall not attain the full purpose and justification of our work. We have done well. But there are still too many newspapers willing to take as reporters copy boys, high school graduates, and young men off the street.

This is a situation that demands immediate attention, serious consideration, and group action. We should strive for the relationships with employing publishers that exist between schools of engineering and engineering corporations, under which only graduates are employed. It is encouraging to note that Walter Humphrey, national president of Sigma Delta Chi, professional journalistic fraternity, is making the placement of members in newspaper positions the major objective of his administration this year. We should support him, and start something ourselves in the same direction.

To our students we owe some vigorous activity to bring about better compensation for newspapermen and women. The present situation is disgraceful. Salaries paid in the editorial departments of most newspapers and by some press associations are ridiculous in comparison with the importance of the service rendered.

---

**W**HEN the members of the American Association of Teachers of Journalism meet in annual session, as they did recently in Chicago, their discussions are not limited by any means to theoretical discussions.

Far from it. They turn a critical spotlight upon their own accomplishments and failings, upon the methods and manner by which they endeavor to train young men and women to take their places in active journalism, and upon the profession itself.

Ralph L. Crosman, head of the Department of Journalism at the University of Colorado and retiring president of the association, for example, discussed weak spots in curricula, student newspapers, employment for journalism school graduates, better compensation for newspaper workers and kindred timely subjects in his searching and outspoken address.

Because of the general interest his remarks hold for those connected with journalism, they are presented in a somewhat condensed version in the accompanying article.

---

Often they are lower than those paid in the mechanical departments. That a man is receiving only \$50 or \$60 per week after four years of preparation and five to ten years of service—as many are—is a fact to arouse the indignation of us all.

A man who has spent four years in a school of journalism preparing for newspaper work, and proved himself on the job, is entitled to compensation at least as high as the average income of the lawyer or the doctor.

**E**VERY reporter, every copyreader, every department head, every feature writer, every editor, who is properly educated, and who has won his right to practice journalism, is entitled to compensation at a rate approximately as I have suggested, not only as a matter of simple justice to his value, but to give him a sense of security that will permit him to put the best that is in him into the task he loves.

With such a condition prevailing we should see the end of the present practice of the best men leaving newspaper work for positions in advertising agencies, or as public relations counsels. They would remain on newspapers where, God knows, they are greatly needed.

There is not the slightest doubt in my mind that the newspapers are able to pay such rates of compensation. That they have been able in the past to spend millions for architectural palaces in which to house their enterprises; that they can always buy the very latest thing in mechanical equipment; that they can spend thousands in promotion schemes, clearly demonstrate that the money is there.

We used to think that these conditions would adjust themselves as soon as our graduates in sufficient numbers had entered the ranks of newspaper workers, but now it is clear that change cannot be expected unless something is done to bring it about.

We in charge of the schools of journalism should get busy and do something about this. The newspapers may say it is none of our business, but I say it is, since it involves the futures of our graduates and the standards and competence of American newspapers. The recent guild movement in New York and elsewhere may develop into a force in the right direction. We can, I think, with propriety and safety, lend our support to that movement.

**I**N recent years there has been a growing confusion in the field of journalism instruction. There are a

limited number of schools offering truly worthy professional training, and there are hundreds of schools offering "journalism" with one part-time instructor, no laboratory, and only the college campus as the practice field. The result has been confusion on the part of employers, injustice to many students, and serious injury to the worthy schools. A graduate of Podunk college where he had a two-hour course in "journalism" presents himself at the city editor's desk, is given a trial, his unfitness is discovered the very first day, and he is fired, with the result that the work of all of us is given a bad name in that office.

I do not assert that it is our function to say which college shall teach journalism and which shall not—although some limit should be set by some agency—but I do say we should do something more about this. There is a place for these small schools in our scheme of things, and we should help them find it. They might well be organized, and their curricula adjusted on a pre-journalism basis, as has been suggested by Professor Murphy of Illinois, and I think we should lend them our aid in such a plan.

**O**UR responsibilities to the newspapers appear to me as follows:

1. The extension of our influence to the newspapers by constructive suggestion and criticism.
2. The interpretation to the public of the important place of the newspaper in human, political, economic, and sociological affairs.
3. The interpretation of the principle of freedom of the press to the public.

**W**E in the schools should assume and eventually fulfill the same relationship to the newspapers as is held by the science laboratory to industry and business. We are in positions of vantage for observation and study, we can relate newspaper tendencies and practices to the whole social situation better than can those daily pressed by the exacting demands of publishing.

We should occasionally voice our criticisms and suggestions, not in the spirit of carping critics, but as "guides, philosophers, and friends;" not to the public, to the injury of the newspaper, but to the papers themselves, "within the family."

Activity in this direction should be by our associations, not by individual schools.

We might well create a permanent committee to study each year the

ethics of American newspapers, and to make a report annually.

There is one great task that should be a clarion call to us all, not only as a service to the newspapers, but to society as a whole. We should become immediately active, and vigorous, by public speeches and by published writings, to help the newspapers interpret the principles of freedom of the press to the people. There is reason for doubt as to whether this principle is as firmly entrenched in the convictions of the American people as once it was; recent happenings, indeed, are real cause for alarm.

We can do more than the newspapers because of our detached positions. We will be listened to. And if we exercise the function of "guide, philosopher, and friend" at the same time we may be the means of preserving this principle intact in America.

The great importance of newspapers is often lost sight of by the public. The newspapers may publish frequent assertions of this fact, only to have them discounted for obvious reasons. We should seek opportunities to speak on this subject, especially in our own states. We can accomplish much for the welfare of our profession as a whole, and further cement the bond between us and the newspapers by so doing.

## Britain Points the Way

(Continued from page 4)

but as a result of the depression nothing has been done during the last year.

**T**HE field, accordingly, seems clear for the establishment of local, state, and district (or sectional) organizations of the rank and file of employees of the news and editorial staffs of daily papers, and of the employees of press associations in this country.

The first attempts in this direction culminated in the establishment of a national organization of newspaper guilds at the meeting in Washington on December 15. The establishment of local guilds is progressing steadily, and the plan now is to hold another national convention within the next six months.

On the basis of the experiences during some 25 years of the two organizations in Great Britain, the local guilds and the national association of them should be able to plan a program adapted to American conditions that will appeal to working newspapermen and women the country over, and that will give them most, if not all, of the advantages that their fellow workers in Great Britain have long enjoyed.



## THE BOOK BEAT

Conducted by MITCHELL V. CHARNLEY  
Department of Technical Journalism, Iowa State College

### More About the Desk

**HEADLINES AND DEADLINES**, a Manual for Copyreaders, by Robert E. Garst and Theodore M. Bernstein. Columbia University Press, New York. 1933. \$2.75.

It's a little dismaying, when there have been at least three good books on copyreading and desk work in the last year, to see another appear. But when the book is as good as this one, it becomes a pleasure.

For Mr. Garst and Mr. Bernstein—assistant night city editor and assistant cable editor of the *New York Times*—have succeeded in turning out just what they planned, a manual for copyreaders. The book, without apparent effort, has a newsroom tang that makes it genuine and convincing; its suggestions are simple, they're in accord with best practice, they're workable. Without wasting words, the book tells everything you can think of about desk work—and then stops.

The 217-page manual is written, it seems primarily as a desk book for the working copyreader; most such books are written primarily as texts. This one would do admirably for either purpose.

The authors have divided their work into two parts, the first devoted to copy editing and the second to head writing. It isn't necessary to tell what is included under these heads—any newspaperman will know. It's enough to say that anything he wants to find is pretty sure to be there.

Lists of "abused words" and of newspaper terms and a "headline vocabulary of related words" add to the book's value.—M. V. C.

### Pictures for the Paper

**NEWS ILLUSTRATION**, by Edward F. Mason and Vernon Pope. 1933. \$2.00.

This 114-page manual, mimeographed, is prepared as a text for use in journalism classes in news photography. The bulk of its material deals with the actual technique of photography and reproduction—how to take pictures and how to make sure of good reproduction. There are also sections, among the 20 chapters, on news picture values, picture composition, editing pictures and picture pages, law and ethics of pictures and picture-getting and sources of pictures and picture-ideas.

Mr. Mason is an assistant professor of journalism at the University of Iowa; Mr. Pope is Sunday editor of the *Des Moines Register*. Their combined knowledge has made a complete and helpful manual of news photography of the work. It seems likely that reporters will find sections of it as useful as will students of journalism.—M. V. C.

### Typography, Condensed

**MANUAL OF TYPOGRAPHY**, by Victor R. Portmann. Campus Book Store, Lexington, Ky. 1932. \$2.00.

Mr. Portmann's 62-page manual "for college students in journalism and newspaper workers" gives the working journalist, in condensed form, just about all the basic type information he's likely to need. It isn't a book on expert typography, but rather a handbook of fundamental rules and facts that everybody who intends his writings to be put into type ought to have. For the man who doesn't care to wade through a lot of lengthy volumes on the subject, but who wants a digest of the "best thought" such volumes usually contain, it does the job excellently.

Printed in typewriter type on 8½ by 11 sheets, the manual closes with an excellent bibliography of these same volumes.—M. V. C.

### Verbomania

**THE ILLITERACY OF THE LITERATURE**, by H. R. Huse. D. Appleton-Century Company, New York. 1933. \$2.00.

Mr. Huse's thesis is that mere ability to pronounce the words printed on a page isn't literacy; that to read isn't to understand; and that the vast bulk of the American people, being able merely to pronounce and read rather than to understand, interpret and use the English language, isn't truly literate.

Most careful critics would agree with him without argument. But his scholarly discussion of his case, and his presentation of evidence, are enough to convince the doubters. In 254 pages he offers a remarkable critical analysis of the misuse of language. And it is this character of the book that makes it a suitable subject for review on *THE QUILL* book page.

For, although Mr. Huse seems to

aim his book at scholars, teachers and students, it can be useful to no one so much as to the writer, the man whose tools are words. It is a very great deal more than a plea for better diction, for use of "the right word in the right price." It exposes most of the fallacies—such as the extensive use of emotion to accomplish what reason ought to do—of which writers are guilty.

Mr. Huse is particularly scathing in his discussions of advertising and of the "academic mind." "Certainly nowhere else" than in advertising, he says, "can the power of words be so clearly detected or the processes of spell-weaving so obviously perceived." Of teachers he says that characteristics are the "parasitic life they lead on the second-hand experiences of others, 'faith in pat formulas that have come down in a verbal world as a tradition from the past,' and an unrealistic inclination in abstractionism. He is a professor himself.

Incidentally, believers in masculine superiority will find support in his words. He doesn't even bother to prove the inferiority of the feminine mind: he admits it.—M. V. C.

LAIR GREGORY (Washington '12) is sports editor of the *Portland (Ore.) Oregonian*.

### Become a Reader and User of

National  
**PRINTER JOURNALIST**  
with  
**NEWSPAPER ADVERTISING SERVICE**

219 South Fourth St.  
Springfield, Illinois

You will find interesting and useful editorial, production and advertising ideas in every issue of **NATIONAL PRINTER JOURNALIST** with **NEWSPAPER ADVERTISING SERVICE**. Included also is a free cut and copy service on trade-marked and association dealer advertising material.

If you are not an enthusiastic subscriber now, become one.

Send \$2.00 for a year's subscription or \$3.00 for two years.

National Printer Journalist  
with  
Newspaper Advertising Service

219 South 4th St. Springfield, Illinois

# EARTHQUAKE!

By ELLIS H. MARTIN

Pacific Coast News Manager,  
International News Service

**T**HERE is no thrill about an earthquake after your first one.

There is a dull thud—the bottom seems to drop out of things as the first jolt telegraphs to your consciousness that another 'quake is starting—much as if you were on an elevator plunging down with no safety devices to stop it.

Before the crunch of the reacting shock tells you whether it is just "another shake" or a real 'quake, your mind races at top speed to find the answer to a number of unanswerable questions—at the moment.

Where was the center? Did the wires hold up? How can you get the staff into action without losing a second?

While the Long Beach 'quake was still 'quaking furiously, I grabbed a phone.

Thank God—it's still working!

One call after another as fast as the dial can turn them out.

Praises be. The staff is intact and only waiting instructions.

Stand by for a minute till the center can be guessed at.

Long distance tells me Long Beach is out.

**T**ERSELY, graphically, Ellis H. Martin, Pacific Coast news manager for International News Service, gives you some idea, in the accompanying brief bit of copy, of what happens in a press service office when a 'quake occurs.

His observations are an echo of the Long Beach 'quake of several months past.

Okay—that's near enough.

One man goes to Long Beach from the north checking as he goes.

Another from the south checking as he goes.

Another by the most direct route he can find open. He is told to get to Long Beach and report back somehow.

A second and a third shock have followed but you scarcely notice them. The sinking feeling is gone.

You feel you are getting somewhere—doing something.

You have a second to think of the welfare of your own home.

The wife is okay—doesn't mind it a bit. You tell her to "be careful" and not to worry if she doesn't hear from you for some time to come.

The phones tingle, the conversations are brief. You narrow down the field and hastily sum up the data as it comes in.

And so on for 36 hours without a stop.

The damned thing is about cleaned up.

Your legs have gotten so accustomed to the shakes that you sway with them and have to watch an improvised indicator on the wall to time the succeeding shocks—now slight reminders of what has gone before.

Then you get your real thrill.

A message from the boss 3000 miles away tells you the coverage has been swell.

A bit of a lump comes in your throat at his thoughtfulness and understanding.

And you begin to worry about the next one.

Will everything work out as well?

## AT DEADLINE

By R. L. P.

(Continued from page 2)

The change in cover design brought a number of complimentary notes.

Dann Ohmer Taber, of the Trade Development Bureau, Cleveland, Ohio, termed it: "A decided improvement. It is much more readable and attractive."

Fred H. Sheils, of Frankfort, Ky., enthusiastic over the cover change and the contents of the issue as a whole, declared: "THE QUILL is well on its way to being the most legible, the clearest and most concise in material printed, and the greatest pleasure for its size of all the magazines that I read."

He certainly expresses what we all want the magazine to be.

**W**E'VE just received word of the death of one of the best-known and ablest newspapermen Texas has produced—John R. Lunsford, of the Temple (Texas) *Telegram*.

Readers of THE QUILL, we know, will recall the graphic series of articles he wrote for the magazine in 1931, drawing upon his rich lore of newspaper experiences and observations. The first was "When Killers Called," in the May, 1931, issue. Then, in succession, "When Scoops Were Scoops," "An Invitation to a Duel," "A Moment I'll Never Forget," and "All in the Day's Work."

We urged that he write a book preserving for all time some of the experiences he had gained in a half century of newspaper work in San Antonio, Corsicana, Temple, Belton, Galveston, Fort Worth, Chicago, New Orleans, St. Louis, Houston, Austin and other cities.

But, so far as we know at this time, he never got around to it. Like many newspapermen, his life was filled to the brim with anecdotes, incidents, sidelights, contacts, observations and many, many experiences that make the raw material for absorbing books.

We are glad that John Lunsford saw fit to let us print in a small way something of his life and work. And we are sorry that he and a lot of other newspapermen haven't had the patience or urge to set down their observations and experiences for those of us who follow after them.

Because so few of them do write books, we are constantly asking newspapermen to write for THE QUILL something of their "stories behind the stories."

DOOK STANLEY (Washington '29) has joined the staff of *Barron's Weekly* in Boston, Mass., after finishing two years' study at the Harvard School of Business.



# WHO «» WHAT «» WHERE

JOHN F. GALLAWAY, telegraph editor of the Athens (Ga.) *Banner-Herald*, has been named assistant in the Henry W. Grady School of Journalism, University of Georgia. A graduate of the University with the A.B. and A.M. degrees, Mr. Gallaway was assistant in the Grady School in the session of 1930-31. Since then he has been associated with the *DeKalb New Era*, the Athens *Banner-Herald*, and radio station WFTL.

HOUSTON WARING (Colorado '28) is teaching journalism at the University of Denver this year. As the work requires only part time, he is continuing his editorship of the Littleton (Colo.) *Independent*.

CLIFF E. WOODWARD (Drake '27) was elected president of the Young Democratic Clubs of America at the Kansas City convention last September. He is also secretary to United States Senator Louis Murphy of Iowa and resides in Washington, D. C. "The Democratic Digest" of Washington, D. C., lists him as "one of the most interesting personalities in political America."

LEO V. DOLAN (Pittsburgh Associate) Pennsylvania state manager of *International News Service* with headquarters at Pittsburgh, has been assigned to the Washington staff as assistant to the chief, GEORGE R. HOLMES. Dolan is succeeded as state manager by JOSEPH A. LOFTUS (Columbia '31). Succeeding Loftus as Harrisburg (Pa.) bureau manager is WILLIAM J. KELLY (Columbia '31). SYDNEY H. EIGES (Pittsburgh '30) remains as manager of the Philadelphia bureau.

J. N. (DING) DARLING (Iowa State Associate), Des Moines (Ia.) *Register and Tribune* and New York *Herald-Tribune* syndicate cartoonist, spent a part of October in Northern California and Southern Oregon on a hunting and fishing trip with former President Herbert Hoover.

DON FACKA (Nebraska '31) is now with the Lincoln (Neb.) *State Journal*.

M. V. ATWOOD (Cornell '10), associate editor, Gannett Newspapers, Rochester, N. Y., and national treasurer of Sigma Delta Chi, addressing a Gannett editorial conference recently, advanced several reasons for the jeopardy in which the American press now finds itself. His reasons were, "excesses of the newspaper lunatic fringe, failure of the public to recognize the newspaper's prime function, willingness with which the radio and motion pictures have submitted to regulation, and the indifference of the average

man to the freedom-of-the-press principle." He advocated greater dramatization by newspapers of the importance of a free press.

W. C. DORR (Iowa State '28) is now publisher of the Seymour (Iowa) *Herald*. Mr. Dorr purchased the paper from EDWIN W. DEAN (Iowa State '32).

CLARENCE B. (JUDGE) BLETHEN (Washington '28) has joined the news staff of the San Francisco *Chronicle*, doing general assignments. He was married recently.

HARLEY J. MURRAY (Colorado '31) and JOHN H. NUNES (Colorado '31) are charter members of The Colorado Playmakers, Denver. The Playmakers, patterned after the widely known Carolina Playmakers, was organized to give young writers opportunity to write and produce plays dealing with true stories of Colorado. Professional actors of a local school present them free, for advertising purposes. The first series of one-act dramas played to packed houses for four nights. Unemployed newspapermen or others interested may obtain details from Mr. Nunes at 1410 Dexter, Denver.

WILLIAM E. DRIPS (Wisconsin '19), head of the service bureau of *Wallace's Farmer*, Des Moines, Ia., attended the International Live Stock Show at Chicago in December, where he assisted FRANK E. MULLEN (Iowa State '22) of the National Broadcasting Company with broadcasts of the National Farm and Home Hour from the Stockyards arena.

CHAPIN COLLINS (Washington '21), editor and publisher of the *Montesano Vidette*, recently published a Jubilee edition, celebrating the 50th anniversary of the simultaneous establishment of the town and the newspaper.

CARROLL BINDER, editorial assistant to the publisher of the *Chicago Daily News*, was the guest of honor at a luncheon given by the Minnesota chapter of Sigma Delta Chi, November 11. Mr. Binder spoke at the annual Minnesota State High School Press association convention at the University of Minnesota. The Minnesota chapter cooperated with the University journalism department in sponsoring the convention.

ROY ROSENTHAL (Washington '19), publisher of the *University District Herald*, Seattle (Wash.), has been appointed publicity director for the University of Washington.

DANIEL J. BERGEN (Temple '32) is doing reportorial work for the Pottsville, (Pa.) *Journal*.

FRED J. BYROD (Temple '33) is reporting sports for the *Philadelphia Inquirer*.

NEAL E. DYER (Temple '30) has just been made foreman of the composing room of the *Philadelphia Record*.

EDWARD H. EICHMANN (Temple '31) is affiliated with the athletic office of Temple University.

GEORGE L. GEIGER (Wisconsin '23), formerly of the Kansas City (Mo.) *Journal-Post* and later engaged in publicity work in Kohler, Wis., and Miss Rose Marie Forkins were married November 25. They are making their home at 1217 North Eighth Street, Sheboygan, Wis. While in college Geiger was managing editor of the *Daily Cardinal*, student newspaper.

KENNETH FINK (Texas '32) and Miss Minnie McCarty were married November 30. They will make their home at 310 Avenue G, S E, Childress, Texas. Mr. Fink is a member of the staff of the Childress (Texas) *County News*.

EDWARD W. GROSHALL (Temple '33) recently married Miss Claire Agnew and is now doing graduate work at Northwestern University.

## Do You Write?

We are placing manuscripts of all kinds in a market that is steadily increasing. If you have something good we can sell it for you. Special rate to readers of THE QUILL, \$1 registration fee for three manuscripts, any length, submitted any time within six months. Ten per cent commission on sales.

We also have a good proposition for men who can act as representatives for our publishing department. Ask about it, mentioning THE QUILL.

## Southern Literary Institute

John M. Taylor (DePauw '10) Executive Editor  
1803 Smith-Young Tower  
San Antonio, Texas

## The Smart Revue of Fraternity Jewelry in the 1934 Balfour Blue Book

WE PRESENT  
Identification Medallion.....Page 18  
Ye Olden Knife of Remembrance....Page 19  
Chapter Officer's Charm.....Page 16

Write today for your free copy!  
L. G. Balfour Company  
Attleboro - Massachusetts

## «» AS WE VIEW IT «»

### NEWSPAPER WAGES AND SALARIES

**N**EWSPAPER wages and salaries probably are the basis of more discussion, comment and observation at present than at any other time. And why shouldn't they be?

What other profession, calling or job demands more of its followers than journalism? What takes more and gives less in return financially?

There has been a theory for years among men interested in improving journalism and, incidentally, the economic lot of those engaged in it, that the first thing to do was to give publishers better men—men better trained to perform the tasks that awaited them—that the matter of economic reward then would be adjusted accordingly, without much stress being placed upon that point specifically.

Like a lot of theories—it hasn't worked out so well in practice.

There has been plenty of money for fine buildings, fine estates, public gifts, donations and benefactions—all with their fanfare of publicity—while editorial salaries remained where they were or struggled slowly upward as the cost of living, also salaries in other lines of endeavor, mounted at a much faster pace.

**I**T has been suggested that the salary or wage scale has no connection with the improving of the professional and ethical aspects of journalism. And why not, pray?

Many an excellent man has been lost to journalism by reason of the deficiencies of the salary levels that have prevailed in editorial rooms. Having trained and proved himself for a profession in which his heart really lies—he finds that to give his family the material comforts he would like them to have—to educate his children and provide for their future in case of his death—he must sever his newspaper connection for something else.

His going seems to make little difference to the publisher. Someone else moves to the departed one's desk and the business of dishing out the daily grist of news continues in the same old manner.

Wouldn't it be better to retain such a man's experience, ability and contacts for the paper? To give him a salary appropriate to the service he has given and will give—commensurate with his standing and value?

Wouldn't the keeping of such a man be "good business" in any other line of endeavor. Doesn't the better journalism we all hope for mean that the profession attract and keep the best men available?

**W**HILE we are discussing wages and salaries, it might be well to call attention to the tabulation of the pay of mechanical forces on newspapers in the principal cities of the United States, as shown by the International Year Book number of *Editor & Publisher*.

There we find that the average hours of the employees in the typographical departments of newspapers in 38 principal cities are 45.8 a week, the average rate per hour \$1.053 and the average wage per week \$48.21, for day work. The rate for night work is slightly higher.

The average weekly wage shown for stereotypers in 38 principal cities is \$44.93 a week; the average weekly wage for photo-engravers, in 22 principal cities, \$54.82 a week; for pressmen-in-charge, in 34 principal cities, \$49.75 weekly; journeymen pressmen, in 36 principal cities, \$44.89 weekly, and mailers, in 26 principal cities, \$37.18. These averages are for day work, with night rates being slightly higher.

**W**E do not have reliable figures available for reporters, copyreaders and others in the editorial rooms. Such figures are needed, and, in time, will be supplied. But in the meantime, we leave it to you to compare your salary and those of men you know in the editorial rooms with these averages.

We know there are college trained men—capable, reliable, honest, sincere and ambitious newspapermen—in principal cities receiving less wages than those shown for the mechanical forces in the same cities.

It is an abominable situation.

What is the solution? We don't know. Do you?

Perhaps in organization? Perhaps in a steady drain of the best men in journalism to other fields which will pay them appropriate wages for their talents? Perhaps in publicity and comparison? Perhaps in putting the situation squarely up to the publishers in a straightforward presentation?

At any rate, it's time editorial workers got a break!

## AS THEY VIEW IT

### THE INDIGNANT GENERATION

**T**HE newer generation is partly young in age but it contains many who are ripe with years. If it is to be distinguished by an adjective it may be termed the indignant generation.

Its indignation is directed at a leadership which proved either false to its trust or incompetent. It is directed against philosophies that have been found hollow.

The indignant generation has observed, for example, that many of the same bankers who are now expressing such deep concern over the national monetary policy have as yet remained silent at the revelations of profiteering by some of the men who yesterday were their leaders.

The indignant generation is aware that the same economists who seek to alarm the wage earners by platitudes forget the platitudes they uttered to soothe and disarm the people in the hell for leather period of the fraudulent boom.

The indignant generation notes that the same politicians to whose lips come so readily the cheap phrases of the soap-

box orator are attacking a President whose every public utterance, from the day of his inauguration, has been free of demagogic words or political claptrap.

The indignant generation is impatient with fuss-budget judges, technicality lawyers, pandering journalists, venal officeholders, boss-ridden politicians, doddering diplomats. It is through with a group whose history has been an attempt to run the government for the benefit of the few with the crumbs dropping down to the many. It won't have a leadership silent and inactive and incompetent in times of stress but vociferous and blatant when the strain begins to ease. It is through with formulas that work only when everything is going well.

The indignant generation is a considerable part of today's body politic. It is courageously and confidently bent on reconstructing a way of life in which men may find work, live in reasonable comfort, and be happy. If it destroys a few pet illusions in the process, so much the better.—*World Herald, Omaha, Neb.*



# An A. P. Bureau Manager Writes:

¶ "Here is the third renewal of my registration. I am not seeking another job, but would be interested in any tips. Besides, I am heartily in favor of the Bureau and feel that more alumni should be registered even if they are not in need of work at present."



- ¶ The Personnel Bureau concurs in this. Although the present Bureau register includes a very wide selection of men for virtually all types of journalistic work, it could include many more in all parts of America.
- ¶ Most job openings this year have been emergency placements. Prompt attention can be and is given to such calls, by wire and long distance telephone, but too often even telephone, telegraph and aeroplane are not enough. Men are needed who are already on the scene.
- ¶ In other words, the Personnel Bureau to be most effective under all conditions must have the widest possible geographical distribution. The more the Bureau is prepared to answer any and every employer call the more calls there are certain to be. That's only logic. It has been proved by the Bureau in practice in the metropolitan areas.
- ¶ The Bureau makes no promises of placement, and never has. It holds forth no fantastic promised land of ideal jobs for all who may enroll. It doesn't even promise one job tip in the three years covered by the dollar registration fee. But it does offer these two pertinent facts:
  1. A gratifying number of steady registrants have been placed not only once but several times by the Bureau, each new job better than the old.
  2. A steadily increasing number of employers are bringing their journalistic personnel problems to the Bureau—and finding thorough satisfaction.
- ¶ A three-year registration with the Personnel Bureau costs \$1. This partly covers the cost of investigating references and building up individual files for emergency and other uses.
- ¶ No matter what your present circumstances, if you would entertain employment or investment opportunities in journalism now or in the future, send for a registration form immediately.



## PERSONNEL BUREAU

of Sigma Delta Chi

836 Exchange Avenue

Chicago, Illinois

"Puts the Right Man in the Right Place"

---

---

# How Will You Handle Your Next "Story of a Lifetime"?

Handling big news stories in "world beater" fashion is a matter not only of innate ability but of preparation and study.

Where can you find a better example to study than that of Carr V. Van Anda, news genius of the *New York Times* for three decades? And where find more interesting and exciting true accounts of how tremendous news stories were developed and played up than in the story of Van Anda's career, as told by Barnett Fine?



Carr V. Van Anda

Here, in a manuscript approved by Van Anda himself, you will find the story of how he organized the coverage of the sinking of the Titanic . . . how he predicted the movements of the German merchant submarine *Deutschland* . . . how he scooped the world time and again on World War news . . . how he gathered together in a few hours the scattered news threads involved in Harding's death and Coolidge's assumption of the presidency . . . how he made Tut-Ankh-Amen into live news across the nation . . . how, in earlier years, he got a scoop on General Grant's death . . . how he took away the old *New York World's* own stunt of sponsoring the first airplane flight down the Hudson . . .

. . . how he protected his paper against libel suits and even against denials . . . how he developed newspaper use of wireless . . . how he pioneered in rotogravure . . .

This story of Van Anda's career was published in abridged form in a series of articles in *EDITOR & PUBLISHER* last winter under the heading "Feats of Van Anda of the Times." The complete version is now being published in book form under the title of

## *A Giant of the Press*

By BARNETT FINE

Volume One of the *NEW Editor & Publisher Library Series* . . . 108 pages . . . 6 x 9 inches . . . with a 10-point old style type page of 4 1-4 x 7 1-4 inches . . . on a 75-lb. Huguonot Vellum Eggshell finish paper — illustrated — copyrighted, etc.

Price \$1 delivered

Price \$1 delivered

---

---

### SEND IN THIS COUPON

EDITOR & PUBLISHER CO.,  
1700 Times Building, New York City.

Please send me..... copies of "A Giant of the Press," the story of Carr V. Van Anda's newspaper career.

Inclosed find check or money order.....

Or, please send C.O.D..... (check one).

Name (type or print) .....

Street .....

City .....

---

---